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WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Advertiser Schedule Dates Agency Contract # Greer, Margolis, Mitchell & Associates (2890) Pol/B Obama/D/Pre/US (16256) 10/23/12-10/29/12 325181

CO-OP Entered By Last Modified 08/02/12 10/22/12 Jill Hipskínd

Oate Entered

No

Rate 090.00 550.00

\$9-	65	Grand Total:
\$1	4	Nov. 2012
\$8	61	Oct. 2012
	Spots	By Broadcast Month
		Charlotte (WSOC)

nd Total:	2012 7. 2012	Broadcast Month
65	61	Spots
₩.	40-40	٠

\$94,64	65	Total:
\$12,55	4	2012
\$82,09	61	2012
	Spots	padcast Month

+ + + +	+	+	+				_		_	
				Washington, DC 20007	3050 K Street NW	Greer, Margolis, Mitchell & Associates	property of the section of the secti	11 200 F	WSOCTV	
						& Associates				Charlotte, NC 28206-2700
	Comments	Billing Type	Account Types	CPE	Phone/Fax	Buyer Name	Sales Office	Salesperson	Brand	Product
	OBAMA FOR AMERICA	Standard	National/Political	95/101/1537	,	BASSETT,LAURA	Telerep/Phíladelphia	Telerep/Phíladelphia, Philadelphía (1057)	1537/OBAMA FOR AMERICA (134149)	Political - Federal Candidate (1067)
			Sales Tax	Net Total	Commission	Commission%	Package Deal	Order Type	Oemo	Headline #
				\$80,444.00	\$14,196.00			Normal		06260361
	************				000000000000000000000000000000000000000	800863W030646	oncorrent he	00°4000+9888414	acarrage	отом в поделения в
										e t
										40.70

10/22/12		\$3,600.00 Charlotte (WSOC)	\$1,200.00	ω	× × × ×	:30 5P- S:30P (EST)	4	10/23/12-10/26/12	16.2 Normal Line / Spot
10/22/12		\$1,650.00 Charlotte (WSOC)	\$825.00	2	× × ×	:30 4P- 5P (EST)	5	10/23/12-10/26/12	15.2 Normal Line / Spot
10/22/12		\$750.00 Charlotte (WSOC)	\$37S.00	2	× × ×	:30 3P- 4P (EST)	5	10/23/12-10/26/12	14.2 Normal Line / Spot
10/19/12		\$275.00 Charlotte (WSOC)	\$275.00	1)—ii	:30 12P- 12:30P (EST)	S	10/28/12-10/28/12	13.1 Normal Line / Spot
10/19/12		\$275.00 Charlotte (WSOC)	\$275.00	Ľ	——	:30 12P- 12:30P (EST)	5	10/27/12-10/27/12	12.1 Normal Line / Spot
10/22/12		\$1,12S.00 Charlotte (WSOC)	\$375.00	з	3 × × ×	:30 12P- 1P (EST)	S	10/23/12-10/26/12	11.2 Normal Line / Spot
10/22/12		\$1,350.00 Charlotte (WSOC)	\$675.00	2	× × ×	:30 11A- 12P (EST)	4	10/23/12-10/26/12	10.2 Normal Line / Spot
10/22/12		\$1,125.00 Charlotte (WSOC)	\$375.00	ω	× × ×	:30 10A- 11A (EST)	и	10/23/12-10/26/12	9.2 Normal Line / Spot
10/22/12		\$750.00 Charlotte (WSOC)	\$375.00	2	× × ×	:30 9A- 10A (EST)	S	10/23/12-10/26/12	8.2 Normal Line / Spot
10/19/12		\$800.00 Charlotte (WSOC)	\$800.00	ц	<u></u>	:30 8A- 9A (EST)	ω	10/28/12-10/28/12	7.1 Normal Line / Spot
10/19/12		\$300.00 Charlotte (WSOC)	\$300.00	1	, p.a.	:30 6A- 7A (EST)	5	10/27/12-10/27/12	4.1 Normal Line / Spot
10/22/12		\$4,300.00 Charlotte (WSOC)	\$1,075.00	4	1 1 1 1	:30 7A- 8A (EST)	4	10/23/12-10/26/12	3.2 Normal Line / Spot
10/22/12		\$2,350.00 Charlotte (WSOC)	\$1,175.00	2	× × × ×	:30 6A- 6:30A (EST)	4	10/23/12-10/26/12	2.2 Normal Line / Spot
10/22/12		\$850.00 Charlotte (WSOC)	\$425.00	2	× × × ×	:30 5A- 5:30A (EST)	5	10/23/12-10/26/12	1.2 Normal Line / Spot
Entered	Comments	Total Station	Rate	Spots	SPW Mo Tu We Th Fr Sa Su	Length Run Times	Sec Le	Dates	Line Line Type / Break Type (Ref #)

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicityThis non-discrimination provision is a condition of each advertising contract with this stationwhether verbal or written.

Accepted-Agency/Advertises:

Date:

Accepted-Station:

Date

Comments



WSOC-TV 1901 North Tryon Street Charlotte, NC 28206-2700

Brand Product Agency Advertiser Pol/B Obama/D/Pre/US (16256) 10/23/12-10/29/12 Contract #

325181

Date Entered

Greer, Margolis, Mitchell & Associates (2890)

Demo Headline # 9 9 **Entered By** Last Modified 08/02/12

06260361 8 Jill Hipskind 10/22/12

Normal

Oct. 2012 Nov. 2012 Grand Total

\$82,090.00 \$12,550.00 \$94,640.00

Charlotte (WSOC)
By Broadcast Month Spots 61

1	l
65	4
\$94,640.0	\$12,550.0

	,							
Ctandard	National/Political	95/101/1537	BASSETT, LAURA	Telerep/Philadelphia	Telerep/Philadelphia, Philadelphia (105	1537/OBAMA FOR AMERICA (134149)	Political - Federal Candidate (1067)	Greer, Margons, Micchell & Associates

Commission % Package Deal Order Type

15.00

Commission

Salesperson

Billing Type OBAMA FOR AMERICA

Comments

Account Types **Buyer Name** Sales Office)57)

> Sales Tax Net Total

> > \$80,444.00 \$14,196.00

Washington, DC 20007

CPE

Phone/Fax

Greer, Margolis, Mitchell & Associates 3050 K Street NW

Line 18.2 Normal Line / Spot 17.2 Normal Line / Spot 19.1 Normal Line / Spot Line Type / Break Type (Ref #) 10/23/12-10/26/12 10/23/12-10/26/12 Dates Sec Length :30 S:30P- 6P (EST) :30 6P- 6:30P (EST) Run Times SPW Mo Tu We Th Fr Sa Su Spots × × × × × Rate \$1,300.00 \$1,500.00 Total \$2,600.00 Charlotte (WSOC) \$4,500.00 Charlotte (WSOC) \$490.00 Charlotte (WSOC) Station Comments

10/25/12-10/25/12 10/25/12-10/25/12 10/24/12-10/24/12 10/23/12-10/23/12 10/29/12-10/29/12 10/23/12-10/25/12 10/23/12-10/28/12 10/23/12-10/26/12 10/23/12-10/26/12 10/28/12-10/28/12 10/27/12-10/27/12 10/29/12-10/29/12 :30 11P- 11:35P (EST) :30 7:30P- 7:56P (EST) :30 7P- 7:30P (EST) :30 6P- 6:30P (EST) :30 7P- 7:30P (EST) :30 8P- 9P (EST) :30 10P- 11P (EST) :30 8P- 9P (EST) :30 10P- 11P (EST) :30 8P- 10P (EST) :30 11:35P- 12:02A (EST) × × × × × × \$4,000.00 \$4,300.00 \$5,500.00 \$4,500.00 \$6,000.00 \$1,000.00 \$5,000.00 \$1,600.00 \$1,600.00 \$490.00 \$700.00 \$925.00 \$4,000.00 Charlotte (WSOC) \$4,300.00 Charlotte (WSOC) \$5,500.00 Charlotte (WSOC) \$4,500.00 Charlotte (WSOC) \$2,100.00 Charlotte (WSOC) \$2,775.00 Charlotte (WSOC) \$3,200.00 Charlotte (WSOC) \$3,200.00 Charlotte (WSOC) \$6,000.00 Charlotte (WSOC) \$1,000.00 Charlotte (WSOC) \$5,000.00 Charlotte (WSOC)

10/22/12

10/19/12 10/19/12 10/22/12 10/22/12

Entered

10/19/12 10/19/12 10/22/12 10/19/12 10/22/12 10/22/12 10/22/12 10/22/12

10/19/12

24.2 Normal Line / Spot 23.2 Normal Line / Spot 22.2 Normal Line / Spot 21.2 Normal Line / Spot 20.1 Normal Line / Spot

25.2 Normal Line / Spot

Accepted Station

Date

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicityThis non-discrimination provision is a condition of each advertising contract with this stationwhether verbal or written

Accepted-Agency/Advertises

34.1 Normal Line / Spot 32.1 Normal Line / Spot 31.1 Normal Line / Spot 27.2 Normal Line / Spot 26.1 Normal Line / Spot

B/E Bookend P/B Piggy Back

Printed At: 12:14 PM on Monday, October 22 2012



Greer, Margolis, Mitchell & Associates 3050 K Street NW

Phone/Fax **Buyer Name** Sales Office Salesperson

Washington, DC 20007

Comments Billing Type **Account Types** WSOC-TV 1901 North Tryon Street Charlotte, NC 28206-2700

Brand Schedule Dates Product Agency Advertiser 10/23/12-10/29/12

Contract #

325181

Last Modified Oate Entered 08/02/12

10/22/12

Grand Total:	Nov. 2012	Oct. 2012	By Broadcast Month	Charlotte (WSOC)
65	4	61	Spots	
\$94,6	\$12,	\$82,0		

Grand Total:	Nov. 2012	Oct. 2012	by broducast Month
65	4	61	Sports

65	61 4	Spots
\$94,640.00	\$82,090.00 \$12,550.00	Rai

OBAMA FOR AMERICA	Standard	National/Political	95/101/1537		BASSETT,LAURA	Telerep/Philadelphia	Telerep/Philadelphia, Philadelphia (1057)	1537/OBAMA FOR AMERICA (134149)	Political - Federal Candidate (1067)	Greer, Margolis, Mitchell & Associates (2890)	Pol/B Obama/D/Pre/US (16256)	10/10/11/11/11
		Sales Tax	Net Total	Commission	Commission %	Package Oeal	Order Type	Oemo	Headline #	CO-OP	Entered By	
			\$80,444.00	\$14,196.00	15.00		Normal		06260361	No	Jill Hipskind	10/22/10
φ					oppologist francisco	wgo conte, powers		BROOKE CO.	20-20-00-00-00-00-00-00-00-00-00-00-00-0	Grand Total:	Nov. 2012	Oct 2012
									ć š	65	4	61
									4 - 70	\$94.640	\$12,550	487 Nar

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				······································			Ö	Ŝ		2					
			_										-		
10/22/12		\$975.00 Charlotte (WSOC)		\$975.00	1			ı		:30 8A- 9A (EST)	:30	4	10/29/12-10/29/12	59.1 Normal Line / Spot	59.1 Norm
10/22/12		\$3,900.00 Charlotte (WSOC)		\$975.00	4	1	1 1	1		:30 8A- 9A (EST)	:30	4	10/23/12-10/26/12	58.1 Normal Line / Spot	58.1 Norm
10/22/12		\$1,175.00 Charlotte (WSOC)		\$1,175.00	1	×	×	×	1	:30 6:30A- 7A (EST)	:30	4	10/23/12-10/26/12	57.1 Normal Line / Spot	57.1 Norm
10/22/12		\$850.00 Charlotte (WSOC)		\$425.00	2	×	×	×	2	:305:30A-6A (EST)	:30	и	10/23/12-10/26/12	56.1 Normal Line / Spot	56.1 Norm
10/22/12		\$1,075.00 Charlotte (WSOC)		\$1,075.00	Д			1		:30 7A- 8A (EST)	:30	4	10/29/12-10/29/12	43.2 Normal Line / Spot	43.2 Norm
10/19/12		\$6,500.00 Charlotte (WSOC)		\$6,500.00	1	1				:30 9P- 10P (EST)	:30	ъ	10/28/12-10/28/12	40.1 Normal Line / Spot	40.1 Norm
10/19/12		\$6,000.00 Charlotte (WSOC)		\$6,000.00	1	1			_	:30 8P- 9P (EST)	:30	и	10/28/12-10/28/12	39.1 Normal Line / Spot	39.1 Norm
10/19/12		\$2,500.00 Charlotte (WSOC)		\$2,500.00	1	1				:30 7P- 8P (EST)	:30	л	10/28/12-10/28/12	38.1 Normal Line / Spot	38.1 Norm
10/19/12		\$3,000.00 Charlotte (WSOC)		\$3,000.00	1	1				:30 9P- 10P (EST)	:30	5	10/26/12-10/26/12	36.1 Normal Line / Spot	36.1 Norm
Entered	Comments	Station	Total	Rate	Spots	Fr Sa 5u	Tu We Th	SPW Mo Tu	SPW	Run Times	Length	5ec	Dates	Line Type / 8reak Type (Ref #)	Line Li

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicityThis non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written